

2024 WORLD SODA ASH CONFERENCE



9-11 October 2024
Intercontinental Hotel Malta

SPONSORSHIP PROSPECTUS

WSA 2024 “At A Glance”

The World Soda Ash Conference is the recognized “must attend” gathering of the global soda ash industry - an unparalleled event creating conversation and dialogues around the challenges and opportunities surrounding this key manufacturing segment.

In October 2024, more than 350 participants from across the globe, including industry luminaries and Chemical Market Analytics experts will gather together to gain the latest insight and deep analysis into the soda ash markets while connecting and re-connecting with peers, colleagues and competitors – both current and new!

Numerous networking functions are incorporated into the 3 day program including coffee breaks, luncheons and evening receptions.

Couple these with carefully curated branded items and you have a menu of selected sponsorship opportunities tailored to your company’s specific needs and business development goals.

By aligning yourself as a sponsor of the event, you’ll:

- Raise your profile and brand awareness amongst delegates and prospects prior to the event on a worldwide basis.
- Solidify your message and support of the attendee experience on site and promote interaction with your staff in attendance.
- Stay top of mind with post event, follow up marketing to further reinforce your company and its profile.



WSA 2024 - Benefits of Sponsorship

Sponsorship at World Soda Ash 2024 provides today's leading edge soda ash industry participant with several key business development benefits including:

- Gain a Competitive Advantage

By showcasing your companies' unique benefits, products, services and value proposition you can position yourself as a market leader and innovator, helping to gain that critical competitive edge needed in today's business environment.

- Build Brand Awareness on a Global Scale

Drive sales and expand your customer base by networking with attendees from every region of the world who'll be participating in the event. These customers and prospects are seeking solutions to their operational challenges – how can you help?

- Solidify Existing Customer Loyalty

A sponsorship at World Soda Ash is the ideal way to keep your brand, products, and message in front of your current clients – reminding them of why they choose to do business with you initially and positioning your brand as solid, stable and here to help.

- “Force Multiplier” for Sales Efforts

Consider the investment in both time and travel it would take for your sales teams to meet with over 350 current and potential customers – World Soda Ash brings those decision makers together in one location for you and places your brand in an ideal position to capture mind and market share.



WSA 2024 - Included in Your Sponsorship

Every sponsorship level at WSA2024 (Foundational, Strategic and Industry) comes with the following set of marketing/brand building benefits as part of your package:

- Identification and recognition as a sponsor of World Soda Ash 2024 with inclusion in pre-event marketing and promotional materials.
- Logo and hyperlink to sponsor's webpage on the event website. All sponsors will be listed by sponsorship level in order (Foundational, Strategic, Industry).
- Logo displayed on event projection screen in main ballroom during event-wide welcome each day.
- Customized marketing assets with your logo promoting your participation in World Soda Ash 2024 to include email signatures, social media graphics and other items for your use and distribution. These will be provided within 1-2 weeks after you reserve your sponsorship package.
- Complimentary "all access" attendee passes to attend WSA2024 based upon your sponsorship level. Details on the number of passes included with your sponsorship are included with the description of items offered at each level.

If additional passes are required over and above what are included at the level selected, these are available at a special "sponsor" rate - please contact us for details.

- Option to add a Hospitality Suite to your sponsorship package at a discounted rate. Hospitality Suites are also available as a stand alone item - please see page 8 for complete details.
- Dedicated liaison assigned as a central point of contact to provide guidance, assistance, and coordination of sponsor benefits.



WSA 2024 - FOUNDATIONAL SPONSORSHIP

Your Foundational Sponsorship includes all the standard benefits listed on page 4 of the prospectus, 4 complimentary attendee passes (conference only), plus the selection of one (1) of the following brand building activities:

Welcome Reception (1 Available - Wednesday, 9 October 2024)

- Dedicated logo and brand visibility during your sponsored reception through a variety of channels, including print and/or digital signage and branded napkins.
- Opportunity to distribute promotional materials and/or welcome gift (both sponsor supplied) to attendees at your sponsored reception.

Evening Reception (1 Available - Thursday, 10 October 2024)

- Dedicated logo and brand visibility during the evening reception through a variety of channels, including print and/or digital signage and branded napkins.
- Opportunity to distribute promotional materials and/or welcome gift (both sponsor supplied) to attendees at your sponsored reception.

Offsite Tour/Luncheon (1 Available - Saturday 12 October 2024)

- Recognition as offsite tour/luncheon sponsor on event website plus print and digital signage.
- Opportunity to distribute promotional materials and/or welcome gift (both sponsor supplied) to delegates participating in tour.

Networking Luncheon (2 Available - Thursday 10 October and Friday 11 October 2024)

- Dedicated logo and brand visibility during your sponsored luncheon through a variety of channels, including print and/or digital signage and branded napkins.
- Opportunity to distribute promotional materials (sponsor supplied) to attendees during your luncheon.



WSA 2024 - STRATEGIC SPONSORSHIP

Your Strategic Sponsorship includes all the standard benefits listed on page 4 of the prospectus, 3 complimentary attendee passes (conference only), plus the selection of one (1) of the following brand building activities:

Sustainable Water Bottle

- Environmentally friendly water bottle, branded with the sponsor's logo and provided to all delegates at registration.



Portfolio

- Custom portfolio featuring sponsor's logo and provided to all attendees – sponsor may also include marketing collateral inside the folio itself (sponsor supplied - 2 page maximum).

Tote Bag

- Company logo placed (single color imprint) on tote bags provided to all delegates.
- Ability to place marketing collateral (sponsor supplied - 2 page maximum) inside the tote.



Registration/Lanyards

- Sponsor logo printed clearly visible both on the conference lanyards and the check-in kiosks for delegates at registration.



WSA 2024 - INDUSTRY SPONSORSHIP

The Industry Sponsorship includes all the standard benefits listed on page 4 of the prospectus, 2 complimentary attendee passes (conference only), plus the selection of one (1) of the following brand building activities:

Note Pads/Pens

- Sponsor's logo placed (single color) on notepad and pen provided to all attendees at registration and inside general session.

Networking Break (4 Available)

- Sponsor-branded coffee cups and napkins (single color).
- Dedicated logo and brand visibility during your sponsored networking break.

Welcome Refreshments (2 Available)

- Sponsor-branded coffee cups and napkins (single color).
- Dedicated logo and brand visibility during refreshments served prior to the start of sessions daily.

Wireless Internet

- Custom WIFI splash page with sponsor specific PW, logo and URL redirect to your site.



WSA 2024 - HOSPITALITY LOUNGE

Hospitality Suites

LAST CHANCE

Available in a variety of sizes, a Hospitality Suite at the World Soda Ash conference is the perfect way to visit privately with and entertain your current clients and prospects who'll be participating in the event.

A limited number of Suites are available for rental from 9 October to 11 October 2024. Please contact us for rates and availability.

WSA 2024 - BRANDING SPONSORSHIP

Designed for companies who are unable to participate in person but would still like to have their brand and marketing message affiliated with World Soda Ash 2024, this sponsorship includes a series of items designed to enhance brand awareness both pre and post event.

The WSA Branding Sponsorship includes:

- Identification and recognition as a sponsor of World Soda Ash 2024 with inclusion in pre-event marketing and promotional materials.
- Logo, company description and hyperlink to sponsor's webpage on the event website.
- Logo placement on printed/or digital signage onsite at the event
- Logo displayed on event projection screen in main ballroom during event-wide welcome each day.



WSA 2024 - RESERVE YOUR SPONSORSHIP!

To reserve your sponsored networking event or branded item at World Soda Ash 2024, please contact:

David Coates
Executive Director – Global Conferences and Events
dcoates@opisnet.com
+1 713 305 0116

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